

Gateway Film Center

Job Description – Product Marketing Coordinator

Position Overview:

The Product Marketing Coordinator is responsible for executing tactical plans designed to support the Gateway Film Foundation mission, vision, and values. Additionally, this role will conduct market research to create engaging and brand-aligned Film Center food and beverage, gallery, and retail deliverables. This position will review sales data up against strategic plans to make informed recommendations, while contributing to the seasonal and annual marketing plans. The Product Marketing Coordinator will also contribute to internal and external communications tools, ensuring product offerings are meeting the Film Center brand standards, and teammates are prepared to execute them.

The Product Marketing Coordinator will help build brand reputation and advance the Center's culture by maintaining the highest of service standards and consistently exhibiting the Film Foundation values.

Internal and External Responsibilities:

Achieving Goals

- Ensure patron experience tactics are in place to expand and grow the Center's patronage, including building deliverables lists, and assisting in the execution of marketing materials.
- Receive seasonal product briefs, and own the execution and success of the Center's product assortment.
- Make strategic recommendations and plans to achieve the organization's sales goals.
- Observe and report on audience buying habits and customer journey.
- Build high-output marketing plans against the program and outlined priorities.
- Communicate effectively and provide, in a timely and accurate manner, all information necessary for the team to function properly and to make informed decisions.
- Leader in the development, and innovation of myGFC Membership benefits.
- Collaborate with teammates to execute and maintain the Film Center's retail operations.

Organizational Leadership

- Facilitate cross-departmental collaboration and strengthen internal communications with teammates throughout the organization; promote a positive, mission-driven, multicultural work environment.
- Support the management of a professional organization and operational processes that will enable Gateway Film Center to achieve its objectives.

Community Relations and Fundraising

- Regularly assist and support all Gateway Film Foundation fundraising activities.
- Serve as a Gateway Film Center representative to the organization's constituents, staff, and the community.
- Manage, as directed, special event activities for Gateway Film Center partners, staff and membership.
- Assist in the execution of fundraising programs and initiatives for corporate, government, and individual donors.

Patron Experience

- Ensure the execution of comprehensive strategies that support the activities and programs of Gateway Film Center.
- Assist in the delivery of high quality and innovative programming that meets the needs and desires of the communities Gateway Film Center serves.
- Leader in the development of external marketing and communications initiatives for food and beverage initiatives.
- Communicate regularly with the team, sharing the Film Center's mission, values and results.

Reports to Director of Marketing & Communications